



**Wisconsin Women's Business Initiative  
Corporation  
Milwaukee, WI**

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| <b>Project Title</b>                     | Make Your Money Talk IDA Program  |
| <b>Contact Information</b>               | Wendy Bauman<br>2745 N. Dr. Martin Luther King Jr. Drive<br>Milwaukee, WI 53212-2351<br>(414) 263-5450  |
| <b>AFI Grant Amount</b>                  | \$352,940   |
| <b>Nonfederal Support</b>                | \$629,504   |
| <b>Project Period</b>                    | September 2005 – September 2010   |
| <b>Highlights</b>                        | Wisconsin Women's Business Initiative Corporation (WWBIC) will build upon its existing AFI program and offer 150 IDAs: 105 for homeownership, 30 for business ownership, and 15 for post-secondary education. The match rate is \$2 to \$1, up to \$2,000 in participant savings.   |
| <b>Target Population</b>                 | Milwaukee, Wisconsin, targeting public housing residents and the Alexian Village community.   |
| <b>Grantee/Collaborative Description</b> | WWBI is a Statewide Community Development Financial Institution and microenterprise service organization founded in 1987 that targets women, minorities, and low-income individuals. Under this project, enrollment efforts will focus on city housing authority residents and the employees of Alexian Village, a senior living community whose employer is interested in helping buy homes nearby. WWBI will handle much of the financial literacy training and small business development and will additionally partner with housing counseling services to support homeownership. IDA graduates can also enroll in a Savers Club to provide support after having graduated from the IDA program. Marshall and Ilsley Bank is the financial institution partner and has waived account fees and supports financial education for participants. |